

2003 Utah Tourism at a Glance

- Travelers accounted for \$4.2 billion in traveler spending* for the Utah economy
- Traveler spending generated \$341 million in state and local tax revenues* (\$486 per Utah household)
- In 2003, 17.2 million visitors traveled to Utah
- 103,585 jobs* in travel and tourism-related industries (9.6% of total Utah nonfarm jobs)
 - 71,059 Direct tourism jobs
 - 32,526 Indirect tourism jobs
- Domestic non-resident visitors spent on average \$101 per person per day and stayed 3.2 nights (2001 Non-Resident Visitor Profile, D.K. Shifflet and Associates, Ltd.)
- 83% of Utah's visitors come from the Western United States (2001 Data)
- International visitors accounted for 3.4% of total non-resident visitation with an estimated 590,000 visits in 2003. Top international markets include: (2002 Data)
 - Canada
 - Germany
 - United Kingdom
 - France
 - Japan
 - Italy
 - Switzerland
 - Netherland
- 5.0 million recreation visits were made to Utah's five national parks during 2003. Another 4.9 million recreation visits occurred at Utah's eight national monuments and two recreation areas
- 4.6 million visitors enjoyed Utah's 41 state parks during 2002
- 22.7 million vehicles crossed Utah's borders along Interstate highways in 2003
- 18.5 million passengers arrived at Salt Lake International Airport during the year
- Utah ski resorts hosted 3.14 million skier days during the 2002/03 season
- 659,000 visitors stopped at one of Utah's six Welcome Centers during 2003
- 58.8% statewide hotel/motel occupancy rate

*These figures are estimates which may be revised once final year-end 2003 tax figures become available. A variety of tax figures are used in calculating and estimating the economic impact of tourism in Utah.

For addition information on Utah tourism, please visit the online Research & Planning section of the Utah Travel Council's business website: travel.utah.gov